

**We claim:**

1. A hair wax product with a liquid or creamy consistency, said hair wax product containing

at least 40 % by weight of an aqueous or aqueous-alcoholic carrier medium;

at least 5 % by weight of at least one emulsifier; and

at least 2 percent by weight of at least one wax;

wherein the weight ratio of said at least one emulsifier to said at least one wax is greater than 1.

2. The hair wax product as defined in claim 1, containing from 40 to 90 % by weight of said carrier medium, from 5 to 40 percent by weight of said at least one emulsifier and from 2.5 to less than 40 percent by weight of said at least one wax.

3. The hair wax product as defined in claim 1, wherein said weight ratio of said at least one emulsifier to said at least one wax is from 1.1 to 4.

4. The hair wax product as defined in claim 1, wherein said carrier medium is a mixture of water and at least one monohydric or polyhydric C<sub>1</sub>- to C<sub>5</sub>-alcohol.

5. The hair wax product as defined in claim 1, containing from 20 to 70 percent by weight of water, from 10 to 50 percent by weight of a monohydric C<sub>2</sub>- to C<sub>3</sub>-alcohol and from 0.5 to 10 percent by weight of a polyhydric C<sub>2</sub>- to C<sub>5</sub>-alcohol

6. The hair wax product as defined in claim 1, wherein said carrier medium is a mixture of water and ethanol in a weight ratio of 0.5 to 5.

7. The hair wax product as defined in claim 1, wherein said at least one emulsifier is

an addition product of 2 to 30 mol ethylene oxide and/or 1 to 5 mol propylene oxide to a C<sub>8</sub>- to C<sub>22</sub>-fatty alcohol, to a C<sub>12</sub>- to C<sub>22</sub>-fatty acid or an alkylphenol with 8 to 15 carbon atoms in the alkyl groups;

a C<sub>12</sub>- to C<sub>22</sub>-fatty acid monoester and/or diester of an addition product of 1 to 30 mol ethylene oxide to glycerol;

an addition product of 5 to 60 mol ethylene oxide to castor-oil or hydrogenated castor oil;

a mono-, di- and/or triester of phosphoric acid with an addition product of 2 to 30 mol ethylene oxide to a C<sub>8</sub>- to C<sub>22</sub>-fatty alcohol; or

a mixture of any two or more of the aforesaid.

8. The hair wax product as defined in claim 1, wherein said at least one wax is an animal wax, a vegetable wax, a mineral wax, a synthetic wax, a micro-crystalline wax, a macro-crystalline wax, a solid paraffin, petrolatum,

VASELINE®, ozocerite, montan wax, Fischer-Tropsch wax, polyolefin wax, beeswax, wool wax, a wool wax derivative, candelilla wax, carnauba wax, Japan wax, a hardened fat, fatty acid ester, a fatty acid glyceride with a hardening point of above 40°C or a silicone wax, or a mixture of two or more of the aforesaid.

9. The hair wax product as defined in claim 1, further comprising from 0.1 to 20 percent by weight of at least one hydrophobic liquid oil.

10. A hair wax product comprising

40 to 90 percent by weight of an aqueous-alcoholic carrier medium, said carrier medium containing from 20 to 60 percent by weight water, from 10 to 50 percent by weight of ethanol and/or isopropanol, and from 0 to 10 percent by weight of a dihydric or trihydric C<sub>2</sub>- to C<sub>3</sub>-alcohols, wherein a weight ratio of said water to said ethanol and/or isopropanol is in a range of 0.5 to 5;

from 10 to 30 percent by weight of at least one nonionic emulsifier;

from 5 to 30 percent by weight of at least one wax, and

from 0 to 20 percent by weight of at least one hydrophobic liquid oil;

wherein a weight ratio of said at least one nonionic emulsifier to said at least one wax is from 1.5 to 3.

11. A hair wax product comprising a pressure-resistant container, a hair wax composition contained in the pressure-resistant container and a foam-making

device associated with said pressure-resistant container for making and dispensing foam from said hair wax composition,

wherein said hair wax composition comprises at least 40 percent by weight of an aqueous or aqueous-alcoholic carrier medium;

at least 5 percent by weight of at least one emulsifier; and

at least 2 percent by weight of at least one wax;

wherein the weight ratio of said at least one emulsifier to said at least one wax is greater than 1.

12. The hair wax product as defined in claim 11, wherein said hair wax composition comprises from 40 to 90 % by weight of said carrier medium, from 5 to 40 percent by weight of said at least one emulsifier and from 2.5 to less than 40 percent by weight of said at least one wax.

13. The hair wax product as defined in claim 11, wherein said weight ratio of said at least one emulsifier to said at least one wax is from 1.1 to 4.

14. The hair wax product as defined in claim 11, wherein said carrier medium is a mixture of water and at least one monohydric or polyhydric C<sub>1</sub>- to C<sub>5</sub>-alcohol.

15. The hair wax product as defined in claim 11, wherein said hair wax composition comprises from 20 to 70 percent by weight of water, from 10 to 50

percent by weight of a monohydric C<sub>2</sub>- to C<sub>3</sub>-alcohol and from 0.5 to 10 percent by weight of a polyhydric C<sub>2</sub>- to C<sub>5</sub>-alcohol

16. The hair wax product as defined in claim 11, wherein said carrier medium is a mixture of water and ethanol in a weight ratio of 0.5 to 5.

17. The hair wax product as defined in claim 11, wherein said at least one emulsifier is

an addition product of 2 to 30 mol ethylene oxide and/or 1 to 5 mol propylene oxide to a C<sub>8</sub>- to C<sub>22</sub>-fatty alcohol, to a C<sub>12</sub>- to C<sub>22</sub>-fatty acid or an alkylphenol with 8 to 15 carbon atoms in the alkyl groups;

a C<sub>12</sub>- to C<sub>22</sub>-fatty acid mono ester and/or diester of an addition product of 1 to 30 mol ethylene oxide to glycerol;

an addition product of 5 to 60 mol ethylene oxide to castor oil or hydrogenated castor oil;

a mono-, di- and/or triester of phosphoric acid with an addition product of 2 to 30 mol ethylene oxide to a C<sub>8</sub>- to C<sub>22</sub>-fatty alcohol; or

a mixture of any two or more of the aforesaid.

18. The hair wax product as defined in claim 11, wherein said at least one wax is an animal wax, a vegetable wax, a mineral wax, a synthetic wax, a micro-crystalline wax, a macro-crystalline wax, a solid paraffin, petrolatum,

VASELINE®, ozocerite, montan wax, Fischer-Tropsch wax, polyolefin wax, beeswax, wool wax, a wool wax derivative, candelilla wax, carnauba wax, Japan wax, a hardened fat, fatty acid ester, a fatty acid glyceride with a hardening point of above 40°C or a silicone wax, or any two or more of the aforesaid.

19. A method for shaping or styling a hairstyle, said method comprising

a) providing a hair wax composition containing at least 40 % by weight of an aqueous or aqueous-alcoholic carrier medium; at least 5 % by weight of at least one emulsifier and at least 2 percent by weight of at least one wax; wherein the weight ratio of said at least one emulsifier to said at least one wax is greater than 1;

b) applying said hair wax composition to dry or slightly wet hair to be shaped; and

c) within a temporary phase in which the hair wax composition is comparatively more sticky putting the hair to be shaped into a desired hairstyle.

20. The method as defined in claim 19, wherein said hair wax composition comprises from 40 to 90 % by weight of said carrier medium, from 5 to 40 percent by weight of said at least one emulsifier and from 2.5 to less than 40 percent by weight of said at least one wax.

21. The method as defined in claim 19, wherein said weight ratio of said at least one emulsifier to said at least one wax is from 1.1 to 4.

22. The method as defined in claim 19, wherein said carrier medium is a mixture of water and at least one monohydric or polyhydric C<sub>1</sub>- to C<sub>5</sub>-alcohol.

23. The method as defined in claim 19, wherein said hair wax composition comprises from 20 to 70 percent by weight of water, from 10 to 50 percent by weight of a monohydric C<sub>2</sub>- to C<sub>3</sub>-alcohol and from 0.5 to 10 percent by weight of a polyhydric C<sub>2</sub>- to C<sub>5</sub>-alcohol.

24. The method as defined in claim 19, wherein said carrier medium is a mixture of water and ethanol in a weight ratio of 0.5 to 5.

25. The method as defined in claim 19, wherein said at least one emulsifier is

an addition product of 2 to 30 mol ethylene oxide and/or 1 to 5 mol propylene oxide to a C<sub>8</sub>- to C<sub>22</sub>-fatty alcohol, to a C<sub>12</sub>- to C<sub>22</sub>-fatty acid or an alkylphenol with 8 to 15 carbon atoms in the alkyl groups;

a C<sub>12</sub>- to C<sub>22</sub>-fatty acid mono -ester and/or -diester of an addition product of 1 to 30 mol ethylene oxide to glycerol;

an addition product of 5 to 60 mol ethylene oxide to castor oil or hydrogenated castor oil;

a mono-, di- and/or triester of phosphoric acid with an addition product of

2 to 30 mol ethylene oxide to a C<sub>8</sub>- to C<sub>22</sub>-fatty alcohol; or  
a mixture of any two of the aforesaid.

26. The method as defined in claim 19, wherein said at least one wax is an animal wax, a vegetable wax, a mineral wax, a synthetic wax, a micro-crystalline wax, a macro-crystalline wax, a solid paraffin, petrolatum, VASELINE®, ozocerite, montan wax, Fischer-Tropsch wax, polyolefin wax, beeswax, wool wax, a wool wax derivative, candelilla wax, carnauba wax, Japan wax, a hardened fat, fatty acid ester, a fatty acid glyceride with a hardening point of above 40°C or a silicone wax, or any two or more of the aforesaid.

27. The method as defined in claim 19, further comprising restyling or reshaping the hairstyle by putting the hair in another desired hairstyle at a time after putting the hair in the desired hair style and during another phase in which the hair wax composition is comparatively less sticky.